

Claims:

What is claimed is:

1. A soft chew comprising a flavoring component of between about 0.1 to about 50 percent, a starch component of between about 5.0 to about 60 percent, a sugar component of between about 5.0 to about 75 percent, an oil component of between about 1.0 to about 40 percent, and a first additive wherein the moisture content is less than about 15 percent and wherein the soft chew is formed by knockout, the soft chew is not an extrudate.
2. The soft chew of Claim 1 further comprising a stabilizer component of between about 0.0 to about 3.0 percent.
3. The soft chew of Claim 1 further comprising an emulsifier component of between about 0.0 to about 40 percent.
4. The soft chew of Claim 1 further comprising a second additive.
5. The soft chew of Claim 4 further comprising a third additive.
6. The soft chew of Claim 5 wherein any of the first additive, the second additive, and the third additive is selected from the group consisting of a pharmaceutical, a nutraceutical, a vitamin, a mineral, and a filler.
7. The soft chew of Claim 1 wherein the flavoring component is selected from the group consisting of fruit, meat, vegetable, cheese, cheese-bacon and/or artificial flavorings.
8. The soft chew of Claim 6 wherein any of the first additive, the second additive, and the third additive is a pharmaceutical and the pharmaceutical is selected from the group consisting of ivermectin, fenbendazole, piperazine, magnesium hydroxide, stranzole, furosemide, penicillin, amoxicillin, prednisolone, methylprednisolone, acepromazine, aspirin, PROZAC, ZANTACS, BENADRYL,

praziquantel, pyrantel, HOE 12073, Sumitomo Chemicals-1638, Nitenpyram, spinosad and omyprazole.

9. A process for introducing at least one additive to an organism comprising offering the soft chew of Claim 1 or Claim 8 to the organism, whereby, upon consumption, the additive is ingested by the organism.

10. The process of Claim 9 wherein the organism is selected from the group consisting of a horse, cow, pig, goat, sheep, llama, deer, duck, chicken, dog, cat, lion, tiger, bear, an ox, buffalo, fish, human and the like.

11. A process for making a soft chew comprising the steps of:

- a. mixing a flavoring component, a starch component, a sugar component, an oil component, and an additive into a dough;
- b. heating the dough; and,
- c. forming the soft chew with a knockout, such that the soft chew is not an extrudate.

12. The process of Claim 11 wherein the step of heating the components comprises heating the oil component prior to mixing.

13. The process of Claim 11 wherein the step of forming the soft chew comprises moving the dough from a hopper to a press.

14. A process for delivering an additive to an organism comprising administering a soft chew according to Claims 1 or 8 to an organism.

15. A process of forming a soft chew comprising the steps of:

- a. mixing a flavoring component, a starch component, a sugar component, an oil component, and an additive into a dough;
- b. heating the dough; and,
- c. knocking out a soft chew.

16. The process of Claim 15 wherein the step of knocking out is performed on a patty pressing machine.
17. The process of Claim 15 wherein the soft chew further comprises additional additives.